

*CLAIM AMENDMENTS*

Following entry of the amendments in this Amendment, the pending claims in the present application read as follows:

1. (Currently Amended) A labeling system for using labels to provide information pertaining to merchandise, comprising:
  - a merchandiser adapted to support said merchandise;
  - a label holder mounted to the merchandiser, the label holder including means for supporting one or more labels without an adhesive bond; and
  - a friction coated label removably secured to the label holder by the support means, the label including a face stock and a friction coating, the face stock having printed indicia thereon relating to the merchandise, the friction coating disposed between the face stock and the label holder to inhibit migration of the label relative to the label holder, the friction coating comprising a weak adhesive selected from a group consisting of a rubber-based adhesive, an acrylic emulsion adhesive, a dry bond adhesive, a hot melt adhesive, a solvent-based adhesive, and a water-based adhesive.
2. (Original) The labeling system of claim 1, wherein the label has a vertical height of between about  $\frac{3}{4}$  inch and about  $1\frac{1}{4}$  inches, a horizontal width of between about  $1\frac{1}{2}$  inches and about 4 inches, and a thickness of less than about  $1/16^{\text{th}}$  inch.
3. (Original) The labeling system of claim 1, wherein the face stock is made from a material selected from the group comprising polypropylene, polyethylene, polyester, polyolefin, polystyrene, other polymeric material, vinyl or paper.

4. (Original) The labeling system of claim 1, wherein the friction coating is weak enough to enable manual installation and removal of the label while leaving the label holder substantially completely free of residue and without damaging the face stock.
5. (Original) The labeling system of claim 1, wherein the printed indicia include a bar code and a list price.
6. (Currently Amended) The labeling system of claim 1, wherein the ~~friction coating a weak adhesive having~~ has a skid value of between about 1 to about 30 ounces for the label along a skid axis generally parallel with the label to allow for skidding movement of the label.
7. (Original) The labeling system of claim 6, wherein the skid value is greater than about 10 ounces.
8. (Original) The labeling system of claim 6, wherein the weak adhesive has a release value of less than about 0.01 lbs per square inch along an adhesive axis generally perpendicular to the label to provide for release of the label.
9. (Original) The labeling system of claim 8, wherein the release value is between about 0.00 and about .05 lbs per square inch.
10. (Original) The labeling system of claim 1, wherein the label holder is a plastic tag holder having a generally planar label pocket defined between two generally co-planar plastic panels, at least one of the plastic panels being transparent for communicating the printed indicia therethrough, and wherein the friction coated label is removably installed in the label pocket, the friction coating disposed between the face stock and at least one of the plastic panels to prevent migration of the label relative to the plastic tag holder.
11. (Original) The labeling system of claim 1, wherein the label holder is a C-channel label holder extending horizontally across the merchandiser, the C-Channel label holder comprising a pair of parallel upper and lower retaining lips

extending forwardly from a curved back surface that extends vertically between the retaining lips, the friction coated label being removably snapped into the C-channel, the label including top and bottom edges and being resiliently flexed to generally conform to the shape of the C-channel with top and bottom edges engaging the upper and lower retaining lips to retain the label in the C-channel.

12. (Original) The labeling system of claim 1, wherein the support means includes at least one of a clamp mechanism clamping the friction coated label and a bottom support gravitationally supporting a bottom edge of the friction coated label.

13. (Currently Amended) The labeling system of claim 1, wherein the ~~friction coating is a weak adhesive that is not strong enough to adhesively bond the~~ friction coated label to the label holder without said support means during retail use of the merchandiser.

Claims 14-27 (canceled).